

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

Standardized NOTICE FORM for Providing 30-Day Advance Notice to a Local Municipality or Community Board



1. Date Notice Sent: November 3, 2025 1a. Delivered by: Certified Mail Return Receipt Requested

2. Select the type of Application that will be filed with the Authority for an On-Premises Alcoholic Beverage License:

For premises outside the City of New York:

☐ New Application ☐ Removal ☐ Class Change

For premises in the City of New York: (counties of Kings, New York, Bronx, Queens and Richmond):

☐ New Application ☒ New Application and Temporary Retail Permit ☐ Temporary Retail Permit ☐ Removal

☐ Class Change ☐ Method of Operation ☐ Corporate Change ☐ Renewal ☐ Alteration

For **New** and Temporary Retail Permit applicants, answer each question below using all information known to date

For **Renewal** applicants, answer all questions

For **Alteration** applicants, attach a complete written description and diagrams depicting the proposed alteration(s)

For **Corporate Change** applicants, attach a list of the current and proposed corporate principals

For **Removal** applicants, attach a statement of your current and proposed addresses with the reason(s) for the relocation

For **Class Change** applicants, attach a statement detailing your current license type and your proposed license type

For **Method of Operation Change** applicants, although not required, if you choose to submit, attach an explanation detailing those changes

Please include all documents as noted above. Failure to do so may result in disapproval of the application.

This 30-Day Advance Notice is Being Provided to the Clerk of the Following Local Municipality or Community Board:

3. Name of Municipality or Community Board: Community Board 3 Manhattan

Applicant/Licensee Information:

4. Licensee License ID (if applicable): _____ Expiration Date (if applicable): _____

5. Applicant or Licensee Name: Small Town Creative LLC

6. Trade Name (if any): Kind Regards

7. Street Address of Establishment: 152 Ludlow Street

8. City, Town or Village: New York, NY Zip Code: 10002

9. Business Telephone Number of applicant/ Licensee: (646) 379-6244

10. Business E-mail of Applicant/Licensee: michael@kindregardsnyc.com

11. Type(s) of alcohol sold or to be sold: ☐ Beer & cider ☐ Wine, Beer & Cider ☒ Liquor, Wine, Beer & Cider

12. Extent of Food Service: ☐ Full Food menu; full kitchen run by a chef/cook ☒ Menu meets legal minimum food requirements; food prep area required

13. Type of Establishment: Bar/Tavern

☐ Seasonal Establishment ☐ Juke Box ☒ Disc Jockey ☒ Recorded Music ☐ Karaoke

14. Method of Operation: (check all that apply) ☒ Live Music (give details i.e., rock bands, acoustic, jazz, etc.): Electronic Music performers

☒ Patron Dancing ☐ Employee Dancing ☐ Exotic Dancing ☐ Topless Entertainment

☐ Video/Arcade Games ☐ Third Party Promoters ☒ Security Personnel

☐ Other (specify): _____

15. Licensed Outdoor Area: ☒ None ☐ Patio or Deck ☐ Rooftop ☐ Garden/Grounds ☐ Freestanding Covered Structure
(check all that apply) ☐ Sidewalk Cafe ☐ Other (specify): _____

Received
 NOV 06 2025
 by Community Board 3. Man.

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

16. List the floor(s) of the building that the establishment is located on: Street level and Basement
17. List the room number(s) the establishment is located in within the building, if appropriate: _____
18. Is the premises located within 500 feet of three or more on-premises liquor establishments? ☒ Yes ☐ No
19. Will the license holder or a manager be physically present within the establishment during all hours of operation? ☒ Yes ☐ No
20. If this is a transfer application (an existing licensed business is being purchased) provide the name and ID number of the licensee:
- | | |
|-------|-------------------|
| _____ | _____ |
| Name | License ID Number |
21. Does the applicant or licensee own the building in which the establishment is located? ☐ Yes (if YES, SKIP 23-26) ☒ No

Owner of the Building in Which the Licensed Establishment is Located

22. Building Owner's Full Name: HUBB NYC Properties
23. Building Owner's Street Address: 579 5th Avenue, 4th Floor
24. City, Town or Village: New York State: NY Zip Code: 10017
25. Business Telephone Number of Building Owner: (646) 937-5050

Representative or Attorney Representing the Applicant in Connection with the Application for a License to Traffic in Alcohol at the Establishment Identified in this Notice

26. Representative/Attorney's Full Name: Frank Palillo
27. Representative/Attorney's Street Address: Sixty Broad Street, Suite 3504
28. City, Town or Village: New York State: NY Zip Code: 10004
29. Business Telephone Number of Representative/Attorney: (212) 227-1640
30. Business E-mail Address of Representative/Attorney: fwpalillo@gmail.com

I am the applicant or licensee holder or a principal of the legal entity that holds or is applying for the license. Representations in this form are in conformity with representations made in submitted documents relied upon by the Authority when granting the license. I understand that representations made in this form will also be relied upon, and that false representations may result in disapproval of the application or revocation of the license.

By my signature, I affirm - under **Penalty of Perjury** - that the representations made in this form are true.

31. Printed Principal Name: Michael Bray Title: Owner/Operator

Principal Signature: _____

Date: _____


November 3, 2025

On Oct 3, 2025, at 4:54 PM, CB3 SLA Chair <slachair@cb3manhattan.org> wrote:

Hi Frank,

I had a chance to take a look at this, and yes, just like last year, it is the owner clearing p the actual ownership and essentially nothing is changing. We will attach the same stipulations and this will be handled administratively and they will not have to appear in front of the committee.

-Clint

On 2025-09-23 15:53, Frank Palillo wrote:

Last year (nearly to the day!!), I emailed you regarding Owlings Inc's interior company (Small Town Creative LLC) applying for a liquor license at the space, 152 Ludlow St; a decision was made at that time that this matter did not have to go to committee.

After a year of negotiations, a deal has been struck with the landlord, and the application is ready to file; it currently appears on the October agenda, and I was hoping that an appearance would not be necessary again.

Please advise and thank you

"Oh, the nightlife, it ain't no good life,
but it's my life..." Willie Nelson

----- Forwarded message -----

From: **Frank Palillo** <fwpalillo@gmail.com>

Date: Wed, 25 Sept 2024 at 13:26

Subject: Owlings Inc DBA Kind Regards, and Small Town Creative, LLC

To: Stetzer, Susan <SStetzer@cb.nyc.gov>, chair <slachair@cb3manhattan.org>

Hello, I hope that you are both well

Owlings Inc, dba Kind Regards (Michael Bray) has been operating at 152 Ludlow St for a number of years now. Small Town Creative LLC is the 100% owner of Owlings, Inc. I notified the CB of Small Town Creative, LLC's intent to file an on premises liquor license at the space. In reality, this is just the holding company

succeeding to the license holder status, and doing away with Owlings, Inc, since it is just being double taxed at all levels.

I was wondering if this might be an off agenda item, since there are no changes in the MO, no alterations, and no new owners; Michael will of course continue to adhere to the existing stips and will indicate the same in writing.

Please advise and thank you...

"SOME OF IT'S MAGIC,
SOME OF IT'S TRAGIC,
BUT I HAD A GOOD LIFE
ALL THE WAY..."

SAIL ON, JIMMY, FINS UP...